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Circulation
Newspapers of
America
100,000
READERS

VOLUME V

Thursday, December 3, 1953 — TORRANCE, CALIFORNIA

119

No. 35

'SANTA CLAUS IS COMING TO TOWN'

18 SHOPPING DAYS LEFT

BUY NOW! AVOID LAST MINUTE RUSH

The spirit of the Christmas season is in the air again. Kids are eager-eyed and there is a spirit of joyfulness and warmth and generosity which becomes contagious and unmistakable.

Torrance, too, is getting into the holiday mood. Christmas street decorations were turned on this week and, starting tomorrow night, Friday, the first stores will start to stay open every night until Christmas.

Stores going on the holiday schedule this week include: Lawson's Jewelers, Newberry, Kales Children's Shop, Torrance Furniture, and Torrance Bargain Spot.

The other stores will go on the same schedule the following week, starting Friday, December 11.

Longer shopping hours and extra sales help will add to the ease and efficiency of shopping here at home. Familiar stores with new and unusual gift values and new stores which have been added to the growing local shopping center offer Torrance residents the best Christmas shopping season yet.

The pages of this issue of The Torrance Press indicate just how enthusiastically your local merchants are entering the Christmas shopping season. There are bargains on every page, in every store. There is an answer to all of your gift shopping problems here.

Merchants report that gift items in top demand to date have included lacy stoles, fancy rhinestone jewelry, and the traditional lacy lingerie for the distaff side. Men's gifts that are moving the fastest are suede jackets, men's jewelry, and the usual assortment of socks, ties, and shirts. Super-ray guns and helmets have outsold the ever-popular cowboy regalia in the children's department this year, store proprietors disclose.

In the women's ready-to-wear section, crepe dresses and suits have held the fashion limelight. Full-skirted dresses in jewel-pastel shades will out-strip

Torrance School Kids Start Clothing Crusade

Thousands of children of the Torrance Unified School District will be rummaging through their closets, attics, and through the bottom drawer of their dressers during the week of December 7 through 11, according to Dr. J. H. Hull, superintendent of the Torrance Unified School District.

These 9400 kids will be helping in the Twelfth Annual Children's Clothing Crusade of the Save the Children Federation, joining hands with more than 200,000 school kids throughout California.

Last year, according to official figures, California's kids brought in a total of 235,000 pounds of usable clothing for the children of the Navajo reservation, 161 counties in rural America, eight countries in Europe, the Near East and Korea. Dr. Hull stated that the statewide goal for this year is half a million pounds.

The Torrance Board of Education endorsed the program, pointing out both the humanitarian and the educational advantages to school kids here through assistance in this effort.

"Our children," stated Superintendent Hull, "learn something of the problems of others. Through the classroom and teachers' aids provided by the federation in this campaign, our children are taught and told of the suffering of war refugee children, and learn something, through helping, of the lives of foreign children. It helps in developing also an appreciation of the privilege of living in the United States of America."

Democrats Will Wrap Christmas Packages

Torrance Democrats will meet Sunday morning at 1:30 on December 13 at the Alan-Richard Hall (over the bowling alley), 1933 Carson street in Torrance for the main purpose of packing Christmas food baskets for the needy of Torrance. A short business meeting will precede. Music and refreshments will be furnished.

All residents of Torrance are invited.

PRESS ASKS GIFTS FOR SICK KIDS

Christmas is a time which is somehow associated with children, perhaps because of the happy, expectant faces that you can see around this time of the year and on Christmas morning.

There are a lot of kids who are lying in hospitals

Christmas Weather Prediction: Flocks of Christmas shopping mothers followed by flurries of window-wishing children, followed by insolvent fathers.

Local Stores To Compete For Best-Looking Window

The Merchants' Annual Christmas Decoration Contest, sponsored by the Torrance Junior Chamber of Commerce, is under way again.

All of the Torrance stores have been classified into three groups according to available window space and store frontage, thus permitting small shop owners an equal opportunity to win.

The winner of each group will be awarded a beautiful engraved plaque, and from the three class winners a sweepstake winner is chosen and awarded a perpetual trophy to be retained by that merchant until next year's winner is announced.

Last year's sweepstake winner, the Torrance Flower Shop, has the trophy on display at this time.

Judging will be done by the Junior Chamber and be based on the most attractive portrayal of the Christmas spirit, with ingenuity and originality precluding the nature of the commodity sold.

Merchants will receive an easel-type 5x8 colored card-sign from Junior Chamber members which will indicate that the merchant is participating in the contest.

Winners will be announced Wednesday, December 16.

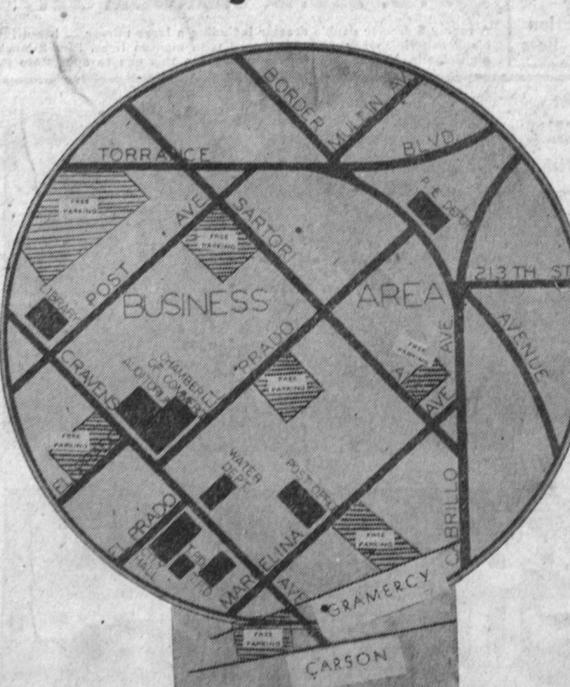
Holiday window displays are already up in some of the stores and it is expected that the downtown shopping area will be decked out in its festive holiday attire by a week from Friday when downtown stores will be open every night of the week for the rest of the holiday season. Some of the stores are already going on the holiday schedule.



BIGGEST HOLIDAY EDITION

This is the second year that the Torrance Press offers merchants and residents of Torrance a gala Christmas shopping edition of this paper. This, the biggest edition ever published by The Torrance Press with its colorful front page is a guide to fast, efficient and bargain-full Christmas shopping right in this area. The Torrance Press is happy to help make this the best shopping season ever for merchants and the community.

Free Parking Available For Over 2000 Cars



With the Christmas rush approaching, Torrance residents, especially those who have just moved to the city, should know that there is plenty of free parking space available for Torrance shoppers—it's only a matter of knowing where these lots are.

In addition to the several hundred street parking spaces available, there are more than 2000 free off-street parking spaces available in lots alone.

The Torrance Press is printing a map indicating where these parking areas are in order to facilitate Christmas shopping for local residents. You might clip the accompanying map and carry it with you on your way to the Torrance shopping center.

These off-street parking lots have never been completely filled even during the Christmas rush season, so all shopper can feel assured that they will find ample parking space.

Residents should keep in mind that every parking lot is in the heart of the shopping area. Even if the lot is a block or two from some particular store, it should be remembered that in all other shopping areas it is necessary to walk much farther.

In addition to these many available free off-street parking lots, shoppers will find street parking available.

Post Office Starts Holiday Schedule

To facilitate easy handling of December 13 and 20, 1 p.m. to 5 p.m. Christmas mail and parcels, 4 p.m. to 5 p.m. (December 10 to 23) 10 a.m. to 5 p.m. C. Yeaman's Station 'A', 23433 S. Western 2518 Torrancia blvd. (December 10 to 23) 10 a.m. to 5 p.m. Sea-substations and new extended Station, 21732 S. Avalon, 9 a.m. to 5 p.m. side Rancho Market, 23254 6 p.m. El Camino Colege, Roberts road (December 14 to 19) 1 p.m. to 6 p.m. Also WALTERIA Post Office (Newton at Hawthorne) 8 a.m. to 6 p.m.

REGULAR STATIONS
Main Post Office, 1433 Marcellina ave., 8 a.m. to 6 p.m.
December 10 to 23, except Sundays, 8 a.m. to 8 p.m. Sundays, 10 a.m. to 6 p.m.

TEMPORARY STATIONS
1609 Border ave. (December 10 to 24) 10 a.m. to 6 p.m.

Manor Market, 17316 Crenshaw blvd. (December 10 to 23) 10 a.m. to 5 p.m. C. Yeaman's Station 'A', 23433 S. Western 2518 Torrancia blvd. (December 10 to 23) 10 a.m. to 5 p.m. Sea-substations and new extended Station, 21732 S. Avalon, 9 a.m. to 5 p.m. side Rancho Market, 23254 6 p.m. El Camino Colege, Roberts road (December 14 to 19) 1 p.m. to 6 p.m. Also WALTERIA Post Office (Newton at Hawthorne) 8 a.m. to 6 p.m.

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36 Pages of Christmas Values